T O U R I S M

Developing a Code of Ethics: British Columbia's Tourism Industry

ECONOMIC & REGIONAL DEVELOPMENT AGREEMENT

Canada

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Developing a Code of Ethics: British Columbia's Tourism Industry

Prepared for:

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The responsibility for the content of this report is the consultant's alone, and the conclusions reached herein do not necessarily reflect the opinions of those who assisted during the course of this investigation nor the federal and provincial governments which funded the study.

Industry, Science and Technology Canada

Industrie, Sciences et Technologie Canada

British Columbia
Ministry of Development, Trade and Tourism

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1.0 INTRODUCTION

The growth in resource-based tourism in British Columbia has brought with it an increasing awareness of the need for codes of ethics or standards of practice on the part of operators. One of the first tourism organizations to have implemented a code is the Guide Outfitters Association of British Columbia (GOABC) some 20 years ago. In the last few years, several tourism associations which rely on British Columbia's natural resources for their product have also developed codes of ethics, servicing as guidelines for standards of practice for their members. More recently, the British Columbia Fishing Resorts and Outfitters Association (BCFROA) approached the Ministry of Development, Trade and Tourism (Tourism Division) for assistance in developing a code of ethics for their association and considering approaches to establish a code of ethics for the resource-based tourism industry as a whole.

This trend is likely to accelerate given the public's heightened awareness about the sensitivity of the resource base and the tourism industry's efforts to increase its professionalism and quality of service. Just as the business community world-wide is responding to the so-called "green" revolution, so too will the tourism industry respond to the need to practice, and be seen to practice, responsible approaches to enjoying the outdoors.

1.1 Purpose

Recognizing the interest in developing codes of ethics on the part of industry, and the benefits from such an approach, the BCFROA, in collaboration with the Ministry of Development, Trade and Tourism, has sponsored this study. Four main objectives were established for the study:

1. The production of a reference document that can be used by interested tourism associations as background material to support their efforts to develop a code of ethics (or refine their existing codes).

2. Suggestions for an approach to development of a code of ethics by associations.

3. Identification of considerations in establishing an industry-wide code of ethics for tourism associations whose members are active in resource-based tourism.

4. Assistance to the BCFROA to support their efforts to establish a code of ethics for their association.

1.2 Methodology

In compiling the background information for this study, interviews were held with a variety of sources (see Annex A) including:

- tourism associations in British Columbia
- tourism associations and government officials in other jurisdictions in Canada
- tourism associations, state government representatives, and volunteer outdoor/recreation organizations in the United States.

The focus of the interviews in British Columbia was to determine the status of code of ethics development amongst tourism associations and the level of interest in the use of codes to establish guidelines for standards of practice on the part of tourism operators. Interviews conducted outside British Columbia were primarily oriented to identifying the use of codes of ethics and the interest in codes specific to the tourism industry.

2.0 WHAT IS A CODE OF ETHICS

Sometimes called a code of conduct or standards of practice, a code of ethics is a set of guiding principles which govern the behaviour of the target group in pursuing their activity of interest. For example, the British Columbia Ministry of Environment has recently developed a code of ethics for the public to follow while they are viewing wildlife. The motivation of the Ministry of Environment in this case is to encourage the public to respect the wildlife resources, keep British Columbia clean, and report environmental abuse.

In the case of the tourism industry, a code of ethics for resource-based tourism operators is similarly motivated in encouraging the wise and sustainable use of the resource-base as part of the tourism experience. In addition, a tourism industry code of ethics will also address such areas as professionalism in providing services to clients, high standards of cleanliness, quality of facilities, and possibly penalty processes for non-adherence to the code. In other words, resource-based tourism operators are concerned about resource use issues as well as good business practices. Codes of ethics in the business community have a long history, most notably through the Better Business Bureau. This organization promotes adherence to truth in marketing, ethics in advertising, quality service and merchandise or service guarantees (see Annex B).

2.1 Objectives for a Code of Ethics

The motivations for developing a code of ethics on the part of the tourism industry can range from self-regulation to marketing. Possible objectives include:

- to encourage high quality delivery of services to clients
- to encourage high standards of product quality in services and facilities
- to encourage truth in marketing
- to promote the highest possible safety practices
- to encourage members to pursue sustainable resource use
- to inform and educate clients on the importance of responsible resource management
- to encourage co-operation with resource managers from government.

While these are broadly stated objectives for a code of ethics, they do serve to focus attention

on the key ingredients of any tourism operator's business; high quality service to client, and the need to maintain the resource base and, therefore, the viability of an operator's business. In this regard, the tourism industry is no different from other service and professional organizations, many of which have a long-standing history of codes. Probably most notable is that of the medical profession which has evolved over time into a strong self-regulating mechanism, supported by government agencies. In the future, and as demands on the resource base increase, the option facing the tourism industry could be regulatory controls imposed by government on industry.

2.2 The Benefits of a Code of Ethics

There are a variety of benefits to be derived from developing and adopting a code of ethics for tourism industry associations. The key ones are discussed below.

From Industry's Perspective

1. **Increased product quality, professionalism, and competitiveness.** A code which encourages members to offer the best in products and services, and which has widespread support amongst industry participants will inevitably lead to improvements in product quality. This is essential if the industry is to maintain its competitive edge.

2. **Improved sustainable resource use practices.** Resource-based industries depend on the resource base for the viability of their business. It is essential, therefore, that they practice sustainable resource use and encourage all other users to do the same.

3. **Reputation protection.** An industry group which encourages adherence to a code of ethics will reduce the risk of damage to its reputation amongst its client groups because of poor product quality, unfair or untrue marketing, and other practices.

4. **More effective marketing.** Purchasers of tourism products face the same fears as do consumers of merchandise. Operators which adhere to a code of ethics as part of an industry association can increase the sense of security and confidence which a customer feels in making booking selections. This can only serve to increase operator effectiveness in capturing clients.

5. **Increased awareness concerning industry's needs.** An industry which practices responsible resource management in the delivery of its product will be more credible in its efforts to protect the resource base. Thus, an association's code of ethics can be used to an advantage as an example of the association's commitment to run businesses which minimize negative impacts on the environment.

From the Perspective of Clients

6. **Increased client satisfaction.** Adherence to a code of ethics should increase the incidence of products matching client expectations. This offers significant potential benefits in terms of repeat business and word of mouth advertising on the part of clients.

From the Perspective of Government

7. **Minimizing government intervention.** An industry which is seen as effectively practicing self-regulation and actively pursuing high standards of practice is far less likely to be subject to the scrutiny of government and possible intervention to "protect the public". This will probably assume even more importance as the industry continues to grow and serve increased volumes of clients. Inevitably, there will be client complaints about any manner of items from product quality to false advertising. It is clearly in the interest of industry to pursue self-regulation, of which a code of ethics is a fundamental part.

3.0 CURRENT ACTIVITY IN BRITISH COLUMBIA

Both industry and government agencies have been active in developing codes of ethics in the province. The main focus of the tourism industry has been on standards of practice for their members while government agencies have directed their efforts toward "ethical" outdoor behaviour on the part of the public.

3.1 Tourism Industry

Several tourism associations in British Columbia already operate under a code of ethics including:

- Guide Outfitters Association of B.C.
- Trade Associations of Sea Kayaking
- B.C. Heli-Ski Operators
- Canada-West Ski Area Association
- Sportfishing Institute of B.C.
- Pacific Charter Boat Association
- B.C. Motel, Campground and Resort Association
- B.C. & Yukon Hotel Association
- Backcountry Mountain Hut & Lodge Operators of B.C.
- Gwaii Haanas/South Moresby Tour Operators.

Codes of ethics for a sampling of these associations is provided in Annex B. The associations reported that their general motivations for developing a code of ethics were twofold; to encourage high professional standards on the part of their members, and to encourage clients to both practice safety guidelines established by the association and respect the environment where issues of conservation exist (e.g. fishing, mountain hiking).

The detail found in the code of ethics of each association varies widely. For example, the code of conduct adopted by South Moresby tour operators is primarily "operational" in nature, setting out guidelines for operator and client behaviour while visiting the South Moresby area. Unlike association efforts, this code is destination specific and a wide variety of operator types subscribe to it (e.g., ranging from marine charters to helicopter tours).

Codes of ethics for associations, on the other hand, typically address client service, hospitality, honourable business practices (e.g., truth in advertising), and adherence to safety standards. In many cases, associations include provision for suspension and/or expulsion of members from their association in the event of non-compliance to the code of ethics.

An example of one of the oldest industry code of ethics in the province is that of the Guide Outfitters Association of British Columbia (GOABC), adopted in the 1960's. Shown in Exhibit 3.1, the code for guide outfitters emphasizes product quality, responsible use of the resource base, adherence to the province's hunting regulations, and truth in advertising. Representatives of the GOABC advise that the code has been an effective tool in promoting professional standards and responsibility amongst members. One area which guide outfitters believe requires further work is in self-regulation of its members. At the present time, abuses by members are handled informally. Some guide outfitters suggest that a more formal process to address complaints is required.

Associations reported two general methods in developing a code of ethics. Some set up executive committees to address their particular needs, usually without reference to example codes from other associations. Others simply adopted existing codes from similar organizations, making minor adaptations to address their specific needs. For example, the Backcountry Mountain Hut and Lodge Operators of B.C. is currently adopting the Canadian Avalanche Association's code of ethics.

Without exception, all association representatives enthusiastically encourage use of codes of ethics within the industry. In fact, some reported that any organization dealing with the public would be, in their view, negligent in not adopting a code of ethics. The Backcountry Mountain Hut and Lodge Operators of B.C. stated:

- *"if we want B.C. to be viewed as a world class experience for tourists, it must be seen as the place to come (in terms of safety, truth in advertising and value for money)."*

The Pacific Charter Boat Association representative commented on the resource concerns of the industry in stating:

- *"because of the current environmental awareness, industrialization of the environment is no longer popular. Therefore a code outlining respectable environmental practices among operators is essential."*

The consensus among the associations interviewed was that quality service, safety, and accountability were essential for tourism industry operators and that British Columbia associations should not consider practicing without a code to establish standards for operator's behaviour.

At the present time, three organizations are pursuing a code of ethics. In addition to the Backcountry Mountain Hut and Lodge Operators of B.C., the Guest Ranch association and the BCFROA are both working on a code and each expect to adopt codes within the next year.

Exhibit 3.1: Guide Outfitter Practise Standards

"An active member must hold a guide-outfitter's license, or be a person actively engaged in the guiding industry, who, in the opinion of the GOABC Board of Directors should be granted active membership.

A member is required to provide and maintain stock, equipment, food supply and related facilities which are commensurate with those he has advertised to the public.

A member contravenes the code of standard who gives false or misleading information to prospective clients, and in particular, information relative to accommodation, available game species, terrain or equipment available. A member also contravenes the code who gives false or misleading information relating to guiding and outfitting fees and expenses.

A member must be familiar with the Wildlife Act (of B.C.) and other related statutes and regulations enacted thereunder, and at all times shall be in a position to advise both employees and customers of their rights and responsibilities whilst under his jurisdiction.

A member shall be willing and capable of making restitution, in cash or in kind, for breach of contract between himself and the customer, where the customer is not at fault.

A member, while engaged in guiding, shall not kill game other than as required in the interest of human safety or to relieve the plight of injured game.

A member shall have particular regard to the provision of clean, sanitary accommodation and to promote the highest standards possible in the preparation of food.

A member shall practice sound wildlife conservation and promote and encourage its practice by others.

A member shall maintain a degree of proficiency, responsibility and professional standards satisfactory to the membership and standards of the GOABC."

3.2 Activities by Government

There are two key areas where the public sector in British Columbia has been active in developing codes of ethics. The first relates to wildlife viewing. The B.C. Ministry of Environment has developed a "wildlife watch" program to encourage sensitive and responsible practices on the part of the public who are undertaking wildlife viewing activities in the province. A fundamental part of this program is a code of conservation ethics which the public is encouraged to follow when viewing wildlife (see Annex C). The program will be launched in the near future and a brochure has been prepared for distribution to the public.

A second initiative by the public sector involves a cooperative effort by agencies of the Province of British Columbia, Government of Canada, and U.S. and Yukon governments. Directed at encouraging safe and responsible river rafting on the Tatshenshini and Alsek international rivers, the agencies involved have produced a brochure which encourages the public to follow standards of practice related to safety and responsible rafting (see Annex C).

4.0 ACTIVITY OUTSIDE BRITISH COLUMBIA

4.1 Activity in Canada

Contact with government agencies and industry associations throughout Canada revealed interest in the concept but little in the way of major efforts to date regarding codes of ethics. The most notable industry exceptions are the Northern Ontario Tourist Outfitters (NOTO) and the code of ethics of the Ontario Marina Operators Association (Exhibit 4.1). The NOTO code of ethics is similar to that of the GOABC, although with less emphasis on responsible resource management. The NOTO focus is on member behaviour and professionalism. The code makes explicit reference to punitive measures (i.e., reprimands or expulsion from the association) for failure to adhere to their code of ethics.

The Ontario Marina Operators Association has a more general code, encouraging members to adhere to professional standards in marketing, customer relations, prices and rates. No mention of the self-regulation aspect is made.

Interest in developing a code of ethics was identified specifically by two organizations:

- The Marine Adventures Association of Newfoundland and Labrador
- The Ontario Ministry of Tourism.

In the latter case, the Ontario Ministry is seeking to establish an "environmental code of ethics" for the tourism industry. The intent is to develop a voluntary code whereby the industry would promote environmentally sound products and activities.

The Alberta government is working with industry tourism operators to establish industry standards for various products. The process will be led by industry with associations proposing their preferences for approaches to developing industry standards to government. Alberta already has some experience with code of ethics from the public perspective. Like British Columbia, they have developed ethics for wildlife viewing on the part of the public (see Annex C).

The search for sample code of ethics from other jurisdictions in Canada reveals that activity in this area is much stronger in British Columbia than in most other Canadian jurisdictions. At the same time, all those interviewed expressed considerable interest in codes of ethics for the tourism industry and a general consensus that both industry and government will be devoting more effort to this area in Canada in the short term.

Exhibit 4.1: Sample Industry Codes of Ethics

Northern Ontario Tourist Outfitters

1. There shall be full co-operation between members of the Association at all times.

2. Members of the Association, their employees and guides will be required to fully co-operate with the Ministry of Tourism and Recreation, and Ministry of Natural Resources, or any other Government Department concerned with the Ontario Tourism Industry, and to fully adhere to their laws, rules and regulations.

3. Members will be required to maintain good, adequate and serviceable equipment for the use of guest and employees.

4. Rates and accommodations will be clearly and carefully defined to guests prior to booking reservations.

5. Members will provide for every necessary safety and comfort of guests.

6. Members will endeavour always to employ well trained, courteous, and sufficient personnel to adequately care for their guests.

7. Members will provide adequate and well prepared food to guest and personnel at all times when the camp operates on the American Plan.

8. Member Camps will be kept in a clean, neat, orderly and good state of repair at all times, and shall be so maintained as to be a credit to the operator, the association and Northern Ontario.

9. Members will conduct their business in an ethical manner.

10. Members will post a copy of this Code of Ethics in a conspicuous place on their premises at all times.

11. Failure to abide by this Code of Ethics will subject any member to an investigation by the Board of Directors or a committee appointed by it, and, if adverse, may subject the member to reprimand, suspension or expulsion from the Northern Ontario Tourist Outfitters' Association.

Ontario Marina Operators Association

A member of the Ontario Marine Operators Association shall:

1. Engage in fair and equitable marketing practices.

2. Recognize and appreciate each customer as a vital part of the industry.

3. Establish fair prices and rates for his facilities and services.

4. Be respectful to any fellow member of the Association.

5. Strive to upgrade both the image of and the services provided by the industry.

6. Insist that all personnel meet the high standards of the Ontario Marine Operators Association.

4.2 Activity in the United States

Interviews conducted with representatives of tourism associations and government officials in the United States revealed that there was little in the way of code of ethics activity by tourism industry associations. There is, however, an active volunteer sector in the U.S. comprised of a variety of associations and interest groups who are promoting the application of codes of ethics for outdoor activities, including tourism activities.

One organization which has appeared to adopt outdoor ethics as a major program is the Isaak Walton League, headquartered in Virginia. In operation since 1978, their outdoor ethics program "acts as a clearinghouse for information on outdoor ethics and has worked since 1978 to promote ethical and responsible behaviour among recreationists and others who enjoy our outdoor heritage." The organization held a major international conference on outdoor ethics in 1987 to consider courses of action for promoting more responsible outdoor practices in virtually all activities.

The focus of the Isaak Walton League has historically been on hunting. The League's outdoor ethics coordinator advised that they are currently undertaking a study of the ethical components of the hunting experience and its impacts on hunter behaviour. The League has codes of ethics for a variety of outdoor activities, primarily aimed towards the user. Although they promote ethical behaviour amongst the public, their suggestions on ethics are useful for consideration by tourism operators. Examples for fishing ethics and low impact camping are provided in Annex D.

Like the Isaak Walton League, the National Audubon Society is also concerned with the promotion of responsible practices on the part of users of the natural environment. They have gone so far as to establish a recommended code of ethics for tour operators (Annex C).

As in British Columbia, guide outfitters in western U.S. states have developed codes of ethics for their associations. Guide outfitters in the U.S. face a considerable disadvantage compared to British Columbia in that they do not have territory allocations (which encourages better control of new industry entrants). This has created problems of poor service by some guide outfitters who do not belong to professional associations. The consequence of this, for Montana in particular, has been intervention by state government to regulate the industry. According to one observer, this has created difficulties for professional guide outfitters who adhere to the association's code of ethics, simply through over-regulation (Annex E).

In summary, there appears to be growing interest in and commitment to codes of ethics to govern outdoor behaviour. This view is confirmed by the outdoor ethics coordinator of the Isaak Walton League. However, he notes that activity by outdoor adventure tourism operators in this area is relatively limited; the exception being guide outfitters and some specialized fishing operator associations (e.g., Montana's Blue Ribbon River Program).

5.0 APPROACHES TO CODE OF ETHICS DEVELOPMENT

The interview process revealed strong interest in maintaining and/or developing a code of ethics by industry associations. In this section, the key considerations and a suggested approach for code of ethics development is described. It is equally applicable to those associations which do not now have a code and those which may wish to review and/or strengthen their existing code.

The suggestions in this section are intended to be guidelines only. Each individual association will want to establish their own process and content specific to their needs. It is hoped that the material provided in this report, and specifically in this section, will assist associations in this effort.

5.1 Considerations in Developing a Code of Ethics

Whose Code? A code of ethics adopted by an association is undertaken in a spirit of "self regulation". Association members collectively define standards of practice for themselves as tourism operators to which each member will aspire. In order to be effective, therefore, individual commitment by members to the code of ethics is essential. In other words, it must be developed by members for members.

The Content of the Code. The sample codes which are provided in this report reveal a wide variation in the level of detail and content to which individual associations have subscribed. The general content areas covered by the majority of codes are:

- quality of product/services
- safety standards
- marketing and advertising
- responsible resource use and adherence to laws and regulations
- responsibilities of the association
- responsibilities of individual members
- penalty process for non-adherence by members.

Typical areas addressed under each of the content categories described above are shown in Exhibit 5.1.

A Code for Clients? In some cases, the code of ethics which an association develops includes provision for encouraging clients to adhere to sound safety and/or environmental practices. For example, in its draft code of ethics, the BCFROA includes a clause which requires members adherence to fishing regulations and encourages client adherence to the same. During the course of the interviews, some government and volunteer organizations argued that specific codes of ethics for clients are also desirable as a means to encourage responsible environmental and

Exhibit 5.1: Possible Content for an Association Code of Ethics

Quality of Product/Services

- Cleanliness and maintenance of facilities/equipment
- Levels of service and guest care
- Professionalism of staff
- Quality of the experience offered
- Fair exchange rates

Safety Standards

- Use of safety procedures
- Maintenance of safety equipment

Marketing and Advertising

- Truth in marketing
- Matching expectations to product
- Providing advertised rates at all times
- Informing clients about expectations concerning skill levels, clothing and equipment to maximize client enjoyment of experience

Responsible Resource Use

- Adherence to regulations, providing information to guests on regulations
- Promoting responsible and sustainable resource use
- Supporting resource protection, habitat enhancement and responsible resource management practises by industry, other users and government

Responsibilities of Association/Members

- Ethical behaviour amongst members
- Encouraging professional growth in the industry
- Co-operating with government agencies, other operators on ethical basics

Non-Adherence by Members

- Process for addressing non-adherence
- Penalties for non-adherence

resource use. Thus, there appears to be an opportunity (and interest) to do more to "educate" and encourage clients or guests to appreciate the environment and their wilderness experience. Initiatives in promoting "activity ethics" as opposed to industry ethics is targeted primarily to clients or guests of associations and to the general public. They are probably best pursued in collaboration with government and possibly with recreation and/or conservation groups. For instance, an association offering fishing experiences might wish to consider a specific code of ethics for their client base, an example of which could be the fishing ethics promoted by the Izaak Walton league (Annex D). In other cases, an association might wish to use a public code of ethics developed by government agencies (e.g., wildlife viewing).

5.2 Self-Regulation in Code Development

Based on the responses from industry representatives and the experience in assisting the BCFROA in developing a draft code of ethics, the single most important issue which an association will face relates to the degree of self regulation. For example, the Northern Ontario Tourist Outfitters code is very clear in establishing a penalty process for non-adherence to their code. Some associations in British Columbia reported that non-adherence can lead to expulsion of the individual member from the association. Others are less stringent and utilize a consultative approach between the association executive and the individual member to encourage adherence.

The issue of self regulation is likely to become even more important as public concern about sustainable resource use increases. The more that a tourism industry association is seen as practicing responsible resource use, the less likely that public concern and subsequent government intervention in the form of regulations will occur.

The BCFROA is considering a unique approach to encouraging adherence to their code of ethics on the part of members. In determining how they will manage application of the code of ethics in their organization, one of the suggestions was development of a "reward" system in which members would be identified for an award presented by the association on an annual basis for outstanding standards of practice (and therefore adherence to the code of ethics). In this way, the importance of the code of ethics to the association is highlighted and profiled to the membership on an annual basis. (See Annex F for a description of how the BCFROA is considering management of their code of ethics.) A further strategy on the part of the association to encourage membership commitment to the code of ethics involves making the code a "signatory" document. Each member of the association will be required to sign the code of ethics, signifying their commitment to it.

To add further strength to the role of their code in self-regulation, the draft code of the BCFROA includes a clause which encourages comment on member practises, both positive and negative, and the address of the association to submit these comments to. Association members

involved in developing the BCFROA draft stressed that effective self-regulation should emphasize the positive, as well as the negative.

5.3 Approach to Code Development

The most important consideration in developing a code of ethics is the acceptance of and commitment to the code by association members. Therefore, a process to develop or review a code which involves as many members as possible is essential to its ultimate use and usefulness.

The suggested process outlined below is taken from the experience of the BCFROA in their efforts to assemble a code of ethics. To be sure, it is not the only process one can follow. However, it is characterized by wide member input at all stages of development from initial ideas to preparation of the final draft for adoption.

The BCFROA used their general meeting cycle as the basis for major milestone steps in the development process.

Step 1 involved a brainstorming workshop involving participants at the BCFROA annual fall meeting (1990). At the workshop, members identified all the possible areas which a code of ethics for the association should address. The results of the workshop were then used as the basis for preparing a preliminary draft code of ethics for the BCFROA.

Step 2 involved a review of the preliminary code of ethics at the BCFROA annual spring (1991) meeting. Again, the review involved all members attending the meeting. Small group sessions were used to provide members the opportunity to review the draft in detail and report their comments to a plenary session of members. Comments by members were then used to refine the preliminary code of ethics.

Step 3 will involve mailing out the draft code of ethics to all members for comment. In addition to seeking input on the draft code of ethics, the association will also request member response to approaches to managing the code of ethics on the part of the association. The draft code of ethics for the BCFROA is shown in Exhibit 5.2. The full mailout package for comment by BCFROA members is provided in Annex E. Based on comments received from members, the draft code will be amended as appropriate by the executive and presented to members at the BCFROA fall meeting.

The final step in the process will be adoption of the code of ethics by members at the BCFROA annual fall (1991) meeting. Any final modifications will be made at that time and, once adopted, the code will be produced in final form and distributed to all members.

Exhibit 5.2: Draft Code of Ethics - BCFROA

Products and Services

1. Members will provide clean and well-maintained facilities and equipment for the enjoyment of their guests.

2. Members will endeavour always to provide the highest quality service possible and employ well-trained and courteous staff.

3. Members will follow proper safety practises at all times and will encourage safe practises appropriate to the outdoor vacation experience.

4. Members will provide all guests a fair exchange rate on the Canadian dollar.

Resource Use

5. Members will adhere to fishing and other outdoor regulations of the Province of British Columbia and provide any necessary information to guests on these regulations. It is the member's obligation to take appropriate action in the event of violations of resource use regulations.

6. Members will promote responsible and sustainable use of the resource base among the members and guests.

7. Members will participate where possible in activities to maintain the resource base, protect and enhance habitat, and provide input to government on resource management.

Marketing

8. Members will strive for "truth in marketing" and ensure that the expectations of guests are matched by the product offered. Members will advise guests as to what is expected of them for equipment, clothing, and skill levels.

9. Members will provide guests with advertised rates and will explain clearly the rates and accommodations prior to booking.

Association/Member Responsibilities

10. The conduct between and among members will be governed by cooperation and ethical behaviour.

11. The association will encourage professional growth among members and will implement ongoing programs to achieve this.

12. The association and its members will cooperate with government, and other resource-based tourism industry operators and associations in working towards common goals.

13. To improve our service to the public, the Association and its members will encourage client comment on their experience, both good and bad. Please address your comments to:

    The Executive Director
    British Columbia Fishing Resorts and Outfitters Association
    Box 3301, Kamloops, B.C., X2C 6B9

(name of operator) agrees to abide by this code of ethics and is a member in good standing of the British Columbia Fishing Resorts and Outfitters Association.

_____	_____	_____
Member	Date	Executive Director, BCFROA

The process to develop a code of ethics for the BCFROA was initiated in the fall of 1990 and will be completed at their annual general meeting in the fall of 1991. The fact that it has taken a year is the result of the decision by the association that the code must have the support of as many members as possible and that their direct input is essential throughout the process. Therefore the association used their meeting cycle as the basis for milestone steps in the development process. While associations with fewer members might elect to follow a shorter development process (where the logistics of assembling member input is not as onerous), the key principle is one of member input.

A similar approach was used recently by the GOABC. In this case, however, the GOABC objective was to review and confirm the code of ethics which they have used for the past two decades. This was completed at their annual general meeting in 1991 and resulted in confirmation of their code of ethics. At the review meeting (small group sessions were used in this case as well), however, there was a general consensus that more attention should be paid to the self regulation process. In that regard, they decided to distribute a description of the process that their executive follows in reviewing complaint cases to all members to increase awareness of the code and the GOABC process for handling complaints.

6.0 FUTURE CONSIDERATIONS FOR CODE DEVELOPMENT

6.1 Summary of Findings

The use of a code of ethics as a tool in establishing standards of practice for tourism industry associations appears to be well advanced in British Columbia, as compared to other jurisdictions. Several industry associations already have a code of ethics in place and at least three are in the midst of developing a code for their association.

In other jurisdictions, the interviews with tourism industry associations and government representatives have revealed strong interest in the concept of a code of ethics, although little concrete action amongst tourism associations has taken place. There are notable exceptions; for example, the Northern Ontario Tourist Outfitters Association and the Ontario Marinas Association, as well as various guide outfitting organizations in the U.S. Pacific Northwest. There are also indications that development of codes of ethics are being considered by government in collaboration with selected sectors of the tourism industry.

Code of ethics related to the use of wilderness areas by the public has recently been a focus for government agencies at the provincial or state level, particularly as it relates to wildlife viewing. Some government agencies have also indicated an interest in working with the tourism industry to develop codes of ethics for a variety of wilderness or adventure tourism activities.

In the U.S., there is a strong move by conservation groups to generally encourage outdoor ethical behaviour on the part of the public. The leader in this regard appears to be the Isaak Walton League who hosted an international conference on outdoor ethics in 1987 (and who publishes an outdoor ethics newsletter).

From the contacts which have been made in other jurisdictions, it appears that there is a growing movement toward encouraging more conservation-minded behaviour on the part of the public in the use of wilderness resources. At the same time, codes of ethics are an excellent way for the tourism industry to enhance its professionalism, protect its reputation, demonstrate responsible resource use practice, and provide assurances to its clients. Based on the interviews which have been conducted to date, it appears that the move towards codes of ethics by industry will increase for several reasons:

- the public (i.e., the tourism customer) is becoming more demanding and more sensitized to environmental issues and responsible resource use
- the wilderness/outdoor adventure industry sector is expanding (as is demand) and placing greater pressure on the resource base

- expectations on the part of potential markets for resource based tourism products is increasing and product quality must be delivered to match these expectations in order to remain competitive

- tourism operators are increasingly having to work together and cooperate with other organizations to address competing resource use issues facing entire industry sectors.

All of these factors act together to place more responsibility on the role of tourism associations and the need for consensus on industry standards and practices. A code of ethics is one mechanism which industry associations can use to respond to the challenges listed above which face virtually all tourism industry sectors.

6.2 The Need For An Industry-Wide Code of Ethics

One of the most significant emerging trends in resource-based tourism is the increasing awareness and sensitivity of the public toward environmental concerns and sustainable use. The growing demand for adventure/outdoor vacations is well documented in studies by both Tourism Canada and the Ministry of Development, Trade and Tourism in British Columbia. Industry response to this demand has already led to much greater competition for use of the resource base between the tourism industry and other resource users and within the tourism industry itself.

It is expected that pressures for responsible resource use on the part of the tourism industry will increase over time. Under these conditions, it is worthwhile for the industry to consider an industry-wide code of ethics tool which establishes standards of practice for industry use of the resources to which all resource-based tourism operators subscribe. This would not preclude individual industry associations from having their own code of ethics but rather recognize that the resource base is a concern for all associations and their members. At the present time, investigations are underway concerning the potential for a Tourism Resource Council to represent the tourism industry on a province-wide basis in matters regarding resource use. This could well be the appropriate forum for considering an industry-wide, resource-related code.

6.3 Collaboration with Government on Ethics Codes for the Public

Two emerging trends in outdoor activity ethics are worth noting from the perspective of tourism industry operators. The first is the move by government agencies to develop ethics codes for outdoor activities (the most prominent is wildlife viewing). The second is the trend in the U.S. on the part of volunteer interest groups to encourage activity ethics to users of natural and wildlife resources. There is a role for the tourism industry to collaborate with government on the development of codes targetted to the public. By so doing, the tourism industry not only demonstrates its commitment to a sustainable environment, but also gains a tool (or tools) to assist with encouraging client respect for the resource base which they enjoy.

In an age where increasing public sensitivity to the natural environment is evident, it behooves the tourism industry to work with government and/or recreation/conservation groups on activity ethics codes.

ANNEX A

CONTACT LIST

Annex A Contact List

British Columbia Industry Associations
Trade Association of Sea Kayaking
B.C. Heli Ski Operators Association
Canada West Ski Area Association
Sport Fishing Institute of B.C.
Pacific Charter Boat Association
Professional River Outfitters Association, British Columbia
B.C. Motel, Campground & Resort Association
B.C. & Yukon Hotel Association
B.C. Guest Ranch Association
Backcountry Mountain Hut & Lodge Operators of B.C.

Canada (excluding BC) and the US
Newfoundland Department of Development and Tourism
Marine Adventures Association of Newfoundland and Labrador
Hospitality Newfoundland and Labrador
Ontario Ministry of Tourism, Policy Branch
Northern Ontario Tourist Association (NOTO)
Alberta Tourism, Sector Consultant for Outdoor Recreation Industry Services
Saskatchewan Tourism, Tourism Development Branch
Izaak Walton League, Virginia
Wildlife Management Institute, Washington State
Montana Outfitters and Guides Association
Outdoor Resource Recreation Program (CORP), operated by the Colorado Tourism Board
Oregon Guides and Packers
Ontario Marina Operators Association
Canadian Association of Tour Operators
Alberta Outfitters Association
Newfoundland and Labrador Outfitters Association
Canadian Association of Mountain Guides

ANNEX B

SAMPLE ETHICS CODES

- **Better Business Bureau**
- **British Columbia Tourism Industry Associations**
- **National Tour Association (US)**

Code of Ethics

- Serve customers with honest values
- Tell the truth about offerings clearly and concisely
- Tell customers what they ought and want to know about offerings
- Be prepared and willing to deliver any guarantee offered
- Ensure that normal use of merchandise or service will not be hazardous to health or life
- Reveal all material facts which otherwise might cause consumers to be misled
- Advertise and sell merchandise or service on its own merit
- Refrain from attacking or reflecting unfairly on competitors
- Use competent witnesses for testimonials
- Avoid tricky devices and schemes

NATIONAL TOUR ASSOCIATION (U.S.) CODE OF ETHICS

Preamble

These established principles of professional conduct of the National Tour Association are to guide the members in their relationship in offering quality services to the travelling public.

As a member:

I will be guided in all activities by truth, accuracy, fairness and integrity.

I will pledge loyalty to the Association and agree to pursue and support its objectives.

I pledge to keep informed on the latest techniques, developments, and knowledge pertinent to my professional improvement.

I will help my fellow members reach personal, corporate and professional fulfilment.

I will utilize every opportunity to enhance the public image of the group tour industry.

ASSOCIATION OF BC HELI-SKI OPERATORS

Each member shall be governed by the Code of Ethics and shall adhere to it at all times.

Members are expected to show integrity, respect and concern at all times to those who have placed their trust in them as heli-ski operators.

The members' obligation to the general public demands that they only hire the best qualified guides available, that they engage only responsible helicopter operators, that they rent only well operated hotel/motel facilities, and that they operate their own establishments at the highest possible standard.

Members are to respect one another's territories and trade names.

In advertising their services to the public, members shall be truthful and clearly identify their services. All material shall be in good taste and attractively prepared.

No member shall sponsor or promote any equipment which he has not personally tested and proven to be of high quality. Supporting commercial enterprises for monetary gains only, rather than a sense of conviction as well, shall misrepresent the equipment to the public and thereby jeopardize the integrity of the Organization as a whole.

Members must meet professional financial obligations promptly and conduct all their business dealings in a manner befitting the standards of the Organization.

It shall be the duty of the executive committee to see that members adhere to the articles of the Code and take the necessary disciplinary action should any breach occur.

CODE OF CONDUCT
FOR COMMERCIAL TOUR OPERATORS

in Gwaii Haanas/South Moresby

Preamble

This Code of Conduct has been developed by the commercial operators and resource guides. It has been developed, primarily, to regulate our own activities in Gwaii Haanas/South Moresby, and those of our guests.

The guiding spirit of this Code of Conduct is to ensure that we cause minimal impacts to the wildlife, wilderness, natural habitats, and the archaeological, cultural, and historical sites of Gwaii Haanas/South Moresby. We seek to preserve and protect this special place as it now is for the appreciation, enjoyment and enrichment of future generations.

The intent of this Code is to guide and regulate our own commercial operations. We also wish to inform, educate, and voluntarily involve all other commercial operators and private visitors who wish to protect in perpetuity, the opportunity for, and the quality of the exceptional experiences found in Gwaii Haanas/South Moresby. We will provide this Code to others when appropriate.

Etiquette

Most of GH/SM is a wilderness area where people expect to have little or no evidence or signs of human activity. Most visitors want to experience the peace, quiet and solitude of nature. We recognize the necessity to ensure that everyone can have this kind of experience. Specifically, we will:

1. Keep noise levels at a minimum in anchorages, campsites, on trails, etc. We will discourage loud music, limit excessive engine noises, and keep noise confined to our own group as is possible.
2. Whenever possible, communicate anchorage or campsites to other parties in advance and find another site if one is already occupied.
3. Not take pets (onshore).
4. Store personal gear together in an unobtrusive place when ashore.
5. Co-operate and communicate in a friendly and professional manner with other operators or parties.
6. Limit the size of our groups to 20 people and ensure that we have a knowledgeable guide for every 10 people.
7. Bathe in streams at the mouth, not upstream nor near frequented drinking water sources.
8. Be accurate and responsible with our advertising.
9. Discourage the collection of natural matter (such as shells, rocks), and forbid the collection of fossils.
10. Record and communicate to proper authorities (CHN, CPS, DFO, CCG) any questionable, problematic or unsafe activities.

Wildlife

Part of the experience for visitors is to observe close-hand birdlife, and marine and land mammals. In order to cause the least intrusion and disturbance to the natural patterns and behaviour of wildlife, we will at all times approach with care and sensitivity all sighted wildlife. We will:

Whales/Dolphins

1. From a distance, determine the travel direction and diving sequence of the whales.
2. Approach them slowly from the side and slightly to the rear, but not directly from the front or rear and position the boat parallel to the whales at a distance no closer than about 100 meters, at a speed that matches theirs, and avoid rapid changes in vessel course or speed - let the whales make the decisions.
3. Be careful not to separate nor come between a calf and cow.
4. Not interfere with the natural behaviour of whales, i.e., when orcas hunt and kill other mammals, or when they are resting.
5. Move away slowly when finished whale watching.
6. Be aware of what other operators are doing, communicate our intentions to each other and not box the whales in.
7. Record sightings and observations in log.

Seabird Colonies, Bird Nesting Sites, Raptor Eyries

We recognize that the Queen Charlotte Islands are one of the major nesting areas for seabirds, shorebirds, raptors, etc., many of which nest in ground burrows. Birds are extremely vulnerable during nesting season and can be damaged or disturbed by human visitation at this time. All operators are encouraged to become knowledgeable about seabird colonies. Therefore, we specifically will:

1. Have a knowledgeable guide accompany visitors onto seabird nesting areas.
2. Obtain a map (such as Queen Charlotte Island Seabird Colonies map from Environment Canada) which shows types of birds, colony location, and nesting dates.
3. Limit time spent ashore near open nesting sites. Particularly, avoid causing birds to fly off their eggs or leave their chicks, for example at any of the gull, cormorant, or murre colonies, or when near oyster catches etc.
4. Refrain from visiting sensitive sites such as: Anthony Islets, Rankine, Kerouard, E. Copper, Jeffrey, and Slug Islands.
5. Not camp nor have fires or bright stationary lights near known nesting sites.
6. Not climb trees that contain eagle nests. Eagles are known to abandon nests when disturbed.
7. Not climb cliffs near Peregrine falcon eyries.
8. Not discharge firearms near nesting sites.
9. Have no low fly-overs by aircraft of falcon eyries and eagle nests.
10. Limit number of visitors in colony to 10 at any one time.

Seals and Sea Lions:

1. Not have low fly-overs (under 500 ft) by aircraft, or close approaches by vessels that disturb animals at rookeries and haulouts.
2. Be alert to animal movements and leave immediately if more than 2 to 3 animals dive into the water.
3. Take extreme care to not surprise animals - proceed slowly from a direction where animals can see the boat. Approach from downwind.

Bears:

1. Not feed or allow close approach to bears.
2. Store food caches at least 75 meters from tent sites.
3. Keep food cache covered and hung in a tree when not attended.
4. Never store food in kayaks or boats that are on the beach.
5. Ensure tents are not set on bear trails.
6. Be careful to not disturb nor come near bears during salmon spawning season.
7. Remain alert to bear sign and activity at all times, and be sensitive to the bear routes and patterns.
8. Report sites where bears have had problems with people.

Deer

1. Not touch or pick up any fawn even if it appears abandoned.

Visitor Safety

All commercial operations are conducted surrounded by the marine environment of the North Pacific. Unpredictable local weather conditions, frequent high winds, strong currents, and extreme tides combine to create dangerous hazards for the unprepared visitor. We encourage the adaptation by all operators of the highest degree of responsible operations, vessel standards, and crew/guide training. Some suggestions:

1. All vessel operators have experience with the waters of GH/SM before commencing a commercial venture.
2. All commercial vessels to be seaworthy, well maintained, well equipped, and meet all coast guard standards.
3. All crew to be trained in first aid (preferably advanced), hold radio operators license and to be trained in marine emergency duties and have C.G. certification where required.
4. Vessels and aircraft to be available in an emergency situation, i.e., marine search and rescue or vessel in distress. Know how to prepare for a medical air evacuation.
5. Crew to monitor C.G. VHF Ch. 16.

6. We encourage all vessels (or groups of vessels) to have EPIRbs, or VHFs and extra safety equipment for emergencies (extra pumps, towing lines, smoke flares etc).

Guides

The need for guide standards has been discussed. Demonstrated skill, experience, training, local knowledge of GH/SM, including knowledge of its natural and cultural history, ability to lead a group, first aid, etc., are essential.

Archaeological, Cultural and Historical Sites:

We acknowledge and respect the Haida Nation's concerns regarding visitors to Haida archaeological and cultural sites. Therefore, we will:

1. Attempt to make radio contact with Haida Watchperson before arrival or go ashore and make contact, in order that Watchperson can coordinate with other visitors to limit the number of visitors at a site at any one time.
2. Have one guide per 10 guests when onshore. Limit group size to approximately 20.
3. Not camp on archaeological or sacred sites, i.e., Sgun Gwaii, Hotspring, House Island; not camp within 1 km of any Haida village site.
4. Not dig into middens or in any archaeological site; not touch nor remove any artifact, cultural or historical; not enter burial grounds.
5. Leave no garbage nor human waste in these sites.
6. When on Hotspring Island, no more than 14 people in 3 pools at one time, no more than 20 people onshore at one time. If another group is waiting, limit stay to 3 hours or less. Emphasize spiritual and botanical values of the island as opposed to a party and bathing attitude.
7. Remind any commercial photographers who are our guests that they should receive permission from the band council for taking pictures to be sold.

Burnaby Narrows:

Burnaby Narrows exhibits one of the special biological phenomenon in the Charlottes and is a popular site. As we are concerned about the possible deterioration of the site because of visitation and to lessen the impacts on marine life by heavy foot traffic, we will:

1. Advise all our guests of the possible impacts of foot traffic on marine life.
2. Attempt to use glass bottom viewers for non-walking, float-through tours of the Narrows.
3. Not gather, collect, nor harvest marine life in the Narrows.
4. Minimize camping activities and anchoring of vessels in the immediate vicinity.

Food Gathering

As part of our guests' experience we do catch and gather some fish and seafood. We will educate and encourage our guests to limit their catch in order to ensure preservation of the resource, to reduce impacts on traditional fisheries, and to maintain the quality of the experience for the future. We support the conservation of marine resources as there is already a depletion of certain species, i.e. abalone, coho, rock scallops, and bottom fish in GH/SM. We will:

1. Limit our catch to what we can eat on the trip.
2. Discourage harvesting of purple hinged rock scallops.
3. As result of coast-wide closure, there is no harvest of abalone (until 1995).
4. Refrain from "catch and release" of salmon.
5. Be certain every person who fishes possesses a valid DFO license.
6. Maintain in our logs a record of fish and shellfish caught.
7. Limit the catch of salmon to one per license per day.
8. Discourage the harvest of shellfish in fragile areas.
9. Be aware of health risks associated with eating shellfish such as P.S.P. and allergies.
10. Discourage collecting of seafood while diving.

Garbage

With increased visitation in GH/SM by boats, aircraft, and people, there will be more garbage and human waste. We will operate utilizing "no trace" practices. Specifically, we will:

1. Burn paper and organics below the high tide mark.
2. Dispose of our organics overboard when away from anchorages and moorings, preferable well off-shore.
3. Pack out all cans, plastics, bottles, and non-biodegradable.
4. Not discharge holding tanks while in anchorages or moorings.
5. When onshore or in campsites near the ocean, encourage the use of lower intertidal areas for a disposal of human waste. When latrines need to be established away from the shore, they will be at least 200 meters from any freshwater sources.
6. Use biodegradable soaps for dishes, bathing, laundry.

Camping

Most suitable camping sites (protected beach, good anchorage, water source etc.) are also Haida archaeological sites which visitors should be aware of. We will:

1. Make sure all campsites are left in "no trace" conditions.
2. Build fires in foreshore, below high tide mark, away from driftwood. Make sure fires are extinguished when unattended. Use only driftwood for fires.
3. On popular, heavily-used campsites, we support the construction and use of latrines (outhouses).

4. Limit durations of stay to one week.

Local Involvement

Recognizing our involvement with the economy and people of the Queen Charlotte Islands, we will attempt to:

1. Hire local people in our operations.
2. Buy supplies and materials locally.
3. Participate in local events and promote them to our guests.
4. Encourage the on island provision of pertinent crew and guide training courses and programs.
5. Improve communication between local people and ourselves.

Code of Ethics

The Sport Fishing Institute of British Columbia is dedicated to promoting safe and sensible sport fishing techniques keeping in mind the adherence to regulations and fair angling practices.

We believe that conservation and preservation of the resource should be the anglers main aim to ensure the expectation and opportunity of recreational fishing for future generations.

The Institute commits itself to the future through education of young and novice anglers to instruct and inform them of fair and equitable sport fishing practices.

CODE OF ETHICS

1. There shall be full cooperation between members of the Association at all times.

2. Members of the Association and their employees will be required to cooperate fully with Departments of Commercial Transport, Tourism, Labour, Lands and Forests, Natural Resources, Environment, Health, Parks Canada, or any other Government Department which is concerned with the Ski Area Industry and to adhere fully to their laws, rules, and regulations.

3. Rates and facilities will be clearly and carefully defined to the public, and members will not misrepresent their rates, services or facilities.

4. Members will provide facilities and equipment consistent with the highest standards of safety pertinent to their type of operation.

5. Members will endeavour always to employ well-trained, courteous and sufficient personnel to care adequately and safely for their requirements.

6. Member areas will be kept in a neat, clean, orderly and good state of repair at all times, and shall be so maintained as to be a credit to the operator, the Association, and to the Ski Industry of Western Canada.

7. Members will conduct their business in an ethical manner.

8. Members will post a copy of this Code of Ethics in a conspicuous place on their premises at all times.

9. Failure to abide by this Code of Ethics will subject any member to an investigation by the Board of Directors or a committee appointed by it, and if adverse, may subject the member to reprimand, suspension or exclusion from Canada West Ski Areas Association.

Acceptance of this Code of Ethics is a formalization of common-sense policy and procedure which every member is already obligated to comply with either by public law or already established Association Bylaws. However, the Code will facilitate procedure for censure or expulsion of members whose conduct may be clearly undesirable, and the Code will engender pride in the Association on the part of its members, and respect and recognition from the public and from Government for our professionalism and concern for obligations and responsibilities.

CONDITIONS OF CWSAA MEMBERSHIP

1. To actively support and promote the Goals and Objectives of Canada West Ski Areas Association as set forth.

2. To pay promptly membership dues, insurance premiums and any and all other fees and costs legitimately assessed by the Association.

3. To support and honour the CSA Racer Pass program established by CWSAA in conjunction with the Canadian Ski Association. It is a requirement of membership that all Members with lifts with skiing, honour the pass.

4. It is mandatory for continued membership in CWSAA for all Member Areas to report the following minimum area information, when requested by the Association's surveys, to establish the size and growth of the industry:

   Number of employees, full-time and part-time, including franchised or concession operations;

   Skier visits, including season pass usage;

   Number and type of all lifts with length, vertical and capacity.

   Number of skiable acres in the area.

5. To comply with regulations set forth by Government agencies concerned with the ski industry as may be recommended by CWSAA.

6. To be actively engaged in operating, building or planning a ski area. Any Member Area not actively operating for a period of one year may be subject for review by the Board of Directors.

BRITISH COLUMBIA MOTELS, CAMPGROUNDS, RESORTS ASSOCIATION

CODE OF ETHICS

As a member of the B.C. Motels, Campgrounds, Resorts Association I agree to maintain a high standard of excellence in the accommodation industry and subscribe to the following code of ethics:

To maintain a high degree of cleanliness, service and hospitality at all times

To ensure my establishment meets the standards set by Tourism B.C. for an approved tourist accommodation facility

To operate my business in a professional and courteous manner and to handle any complaints promptly and fairly

To charge reasonable and appropriate rates at all times and institute rate increase only when justified

To adhere to my policy on cancellations and deposit refunds as published

To exercise truth in all advertising and to advise guests of any services I am unable to provide

To offer a fair exchange on U.S. currency

OBJECTIVES OF THE B.C. & YUKON HOTELS' ASSOCIATION

To promote a fraternal feeling and cordial business relationship among its members

To promote just and honourable practice in the conduct of business and to suppress malpractice

To promote the consideration and discussion of questions affecting the hotel trade and to promote matters of interest to members and to other Hotel Associations

To give Legislative and other public bodies facilities for conferring with and ascertaining the view of persons engaged in the hotel trade regarding matters of trade

To encourage and promote the development of tourist traffic and the building and maintaining of good roads

To establish a central office of the Association at the City of Vancouver in the Province of British Columbia and to maintain such services as may be necessary to carry out the objectives of the Association

To originate and recommend improvements in the law and to support or oppose alterations therein and to effect improvements in administration, and for the purposes aforesaid to petition the Legislative Assembly and take such other steps and proceedings as may be deemed expedient.

To represent the members of the Association or any group thereof in all matters pertaining to the hotel industry

Generally, to do all such acts and things as shall be for the benefit of its members and the hotel industry.

* The Association representative advised that their objectives also served as a code of ethics for members.

ANNEX C

SAMPLE CODE OF ETHICS

- **Public Sector**

Target Group - Tour Operators

1. Biotas shall not be disturbed.
2. Tourism to natural areas will be resource sustainable.
3. Sensibilities of other cultures shall be respected.
5. Waste disposal shall have neither environmental nor aesthetic impacts.
5. The experience a tourist gains in travelling to the area shall enrich his or her appreciation of nature, conservation and environment.
6. The effect of a tour shall be to strengthen the conservation effort and enhance the natural integrity of places visited.
7. Traffic in products that threaten wildlife and plant populations shall not occur.

Wildlife Viewing in British Columbia

It may seem odd to think that animals can be "watched to death", but overuse of wilderness areas and harassment by humans can harm wildlife. Always follow this code of conservation ethics when viewing wildlife:

- Keep all vehicles on designated roads
  Vehicles that wander off roads can destroy vegetation.

- Keep to marked trails
  Using trails protects plant life and assists animals in adapting to human movement.

- Be considerate of wildlife
  Stress is harmful to animals. Use binoculars to view them from a distance rather than approach them closely. Never chase or flush animals from cover. Always respect their nests and dens.

- Be considerate of others
  Respect the space of others who are viewing wildlife in the same area as you.

- Control pets
  Pets are a hindrance to wildlife viewing. They may chase, injure or kill wild animals. Leave pets at home or keep them under control.

- Keep British Columbia clean
  Leave the environment unchanged by your visit. Place garbage in receptacles, where provided, or take your garbage with you.

- Take only the right souvenirs
  Take home memories and photographs. Leave flowers, plants, rocks, fossils, artifacts, shells and woods as you find them. Never touch or feed wild animals. Baby animals are seldom abandoned or orphaned, and its against the law to take them away.

- Report environmental abuse
  If you see others abusing the environment or bothering animals, report their vehicle license numbers to local authorities or the nearest conservation officer.

Thank you.

Target Group - General Public

1. It's critical that wildlife watchers obey the rules at wildlife viewing sites and make sure others obey them as well.
2. It's especially important for wildlife viewers to stay within designated areas and on specified trails. Many wildlife species can adapt to human use -- even heavy human use -- if people's movements are routine and predictable.
3. You're approaching too close when animals stop feeding, when they stand up after they've been resting, when they change their direction of travel, or most obviously, when they turn and start moving away.
4. Be sure not to pick up any wild baby animals. They are usually not orphaned or abandoned. Also, it is illegal to take home wild animals.
5. It's important to understand that approaching wildlife too closely is dangerous, especially with large mammals such as bison, moose, and black or grizzly bears.

- Honor the rights of private landowners. Gain permission of private landowners before entering their property.

- Honor wildlife's requirement of free movement. Feeding, touching, or otherwise harassing wildlife is inappropriate. Young wild animals that appear to be alone have not been abandoned; allow them to find their own way.

- Honor the rights of others to enjoy their viewing experience. Loud noises, quick movements, or extraordinary behaviours that might scare wildlife is inappropriate. Wait your turn or seek another viewing opportunity.

- Honor your own right to enjoy the outdoors in the future. Leave wildlife habitats in better condition than you found it. Pick up litter that you might encounter at a viewing site and dispose of it properly.

ALBERTA POSITIVE WILDLIFE VIEWING

Public interest in wildlife has never been greater. Bird watching alone has attracted nearly thirty million North Americans, and every year more than twenty-two percent of Canadians travel to observe and photograph wildlife.

This interest, however, has had its consequences. Although people are more conscious of preserving wildlife, critical habitats have nevertheless experienced frequent harassment and increasing pressure from humans. Consequently, some wildlife ranges have been reduced, and some species have even been displaced.

Modern wildlife viewing demands courtesy and common sense -- including respect for animals and their habitats, knowledge of local regulations, and consideration for private property and the activities of others.

Today's ethics for the field include the following:

- Confine your movements whenever possible to designated trails, viewing platforms and blinds.
- Avoid nesting sites, and respect the resting periods of animals and birds. Never chase or flush wildlife.
- Keep a respectful distance, for the animals's sake -- and occasionally for your own.
- Leave viewing sites, including the flora as well as the fauna, undamaged by your visits.

Respect and good judgement by today's wildlife watchers are essential to the preservation of Alberta's natural heritage for future generals.

RAFTING THE TATSHENSHINI AND ALSEK INTERNATIONAL RIVERS
PROTECTING THE WILDERNESS ENVIRONMENT

All river travellers should take care to ensure their impact on the environment is kept to a minimum.

The following minimum-impact camping techniques, developed by Glacier Bay National Park and Preserve, are required on the Alaska portion of the river. Since the Yukon guidelines are similar, river rafters are strongly encouraged to follow these practices on the Canadian portion of the rivers as well.

- Party size is limited to 25 people for most commercial trips and 15 for private trips.
- Cooking and warming fires must be built on a firepan and the ashes thrown in the main current of the river.
- Stoves using white gas or propane, etc. are recommended for cooking.
- Carry out all trash and litter. Burn cans and other containers to remove food and odours before placing in trash bags. There is no public dump at Dry Bay, so take your trash and litter out of the area with you.
- Store all food carefully to keep it away from bears. Where possible, avoid camping where bears are obviously frequenting the area.
- Use only dead wood for fires. Do not cut live trees or other vegetation. Firewood is scarce at some campsites, so be careful in choosing sites.
- Do not make rock walls or otherwise mark campsite areas or tent and cooking locations.
- Bury human waste and carefully burn toilet paper.
- Be aware of other float trips and make every effort to keep contact with them to a minimum. All groups will then have the best opportunity to enjoy wilderness solitude.

ANNEX D

FISHING ETHICS

**(Extract from Outdoor Ethics Newsletter,
Izaak Walton League, reprinted with permission)**

The Unofficial Line on Fishing Ethics

By Kristin Merriman

During those breezy spring mornings and smoldering hot summer afternoons, just about everyone seems to be shouldering a fishing pole, swinging a tackle box and heading for the nearest body of water. Indeed, "just about everyone" is no exaggeration.

Surveys show that 60 million Americans—one in every four people—call themselves recreational anglers. That's a lot of folks trying to catch a lot of fish. But is the real "success" of fishing determined by the size, weight and number of fish caught? And if so, what are the future consequences or benefits to the sport and the resource? How can a resource, carefully balanced by nature, withstand the pressure of its own growing popularity?

The answer may lie in one word: ethics. Ethics are what keeps a person from breaking the law when no one is looking. Fishing ethics involve even more.

At the 1987 International Conference on Outdoor Ethics, sponsored by the Izaak Walton League of America, a group from the Sport Fishing Institute formed a long, grim list of common complaints about unethical anglers: vandalism, trespassing, littering, angling law and regulation violations, crowding of waterways, improper handling of catch, wasting of catch and abuse of non-targeted fish species, to name a few.

In response, the group called for more vocal support for catch-and release practices, less emphasis on the fish itself as a measure of angling expertise or success, no-kill rules in tournaments, and increased attention to the teaching of fishing ethics.

Norville S. Prosser, vice president of the Sport Fishing Institute, indicated the seriousness of these problems during the League's conference, saying, "More and more crowding and lower harvest rates can be expected in the future as fishing pressure on the nation's more or less finite fishery resource base continues to increase as a result of inevitable human population expansion. This scenario emphasizes the need for propitious ethical behavior on the part of anglers if fishing is to continue to rank as a leading national recreational pastime."

Prosser also noted that primarily due to this popularity, as well as associated natural resource degradation, "with the possible exception of the bluefish, populations of every fish species off the Atlantic, Pacific and Gulf Coasts subject to dual sport and commercial exploitation have been degraded to historic low levels of abundance."

Such facts show that not only is ethical, conservation-minded fishing important, it is without a doubt necessary. But what is an "ethical" angler, as the very definition of the term varies sharply from angler to angler? No definitive answer can be found. Still, Prosser and other sport and conservation leaders did pinpoint several practices that seem to logically follow an attitude of respect for the fish resource:

- Ethical angling demonstrates appreciation of the rights of other anglers and for the resource in general. On public waters, an ethical fisher is always considerate of other anglers and boaters and fully complies with fishing and boating regulations.
- When fishing private waters, one first secures permission from the landowner, obeys his or her rules and offers to share any catch.
- If fishing from a boat, one is careful to observe sensible wake speeds, to always give the right-of-way to boats with fish on, and to spend minimal time launching and loading a boat from crowded ramps.
- The ethical angler also works to increase his or her knowledge of the sport and of news related to fishing. While improving personal fishing skills, the angler develops a more intense fishery conservation ethic and participates in resource enhancement and protection projects. Such activities might include fencing critical riparian areas to reduce streambank erosion, eliminating obstructions to fish migrations, and monitoring stream water quality.
- An ethical fisher avoids purposely introducing non-native fish species or discarding unused live bait in favorite fishing waters.

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Fishing Ethics

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- He or she also takes care to use none or only minimum recommended dosages of pesticides and other hazardous household chemicals that could harm the aquatic environment, and ensures that unused portions are disposed of safely.
- Finally, emphasizes Prosser, "the ethical angler recognizes fishing is for fun, that fishing pleasure is not measured by the heft of the stringer, but by the size and scale of angling difficulty offered by the particular fish caught and released in an aesthetic environment."

Stories abound of those anglers who feel unfettered by general ethical guidelines; their actions make up the tales repeated and inflated from community to community, eventually discrediting all anglers. The Izaak Walton League regularly receives reports of people using dip nets to catch fish illegally through electrical shocking, of people gutting fish on the beach and leaving the innards to rot next to picnickers, of people destroying healthy streambottom habitats by "shuffling" their feet to prompt fish into an unnatural feeding frenzy.

What makes anglers ignore common sense and courtesy? Greed, egotism, stupidity? In many cases. But perhaps much of the blame goes to ignorance, a lack of education about the profound effects a single angler can have on the natural resources around him or her.

State and federal agencies, as well as sporting organizations and community groups, are beginning to realize the importance of an education in outdoor ethics. As a result more money from sources such as the Wallop-Breaux funds is being devoted to outdoor ethics programs for youth and adults. Still, only 29 states have developed and implemented aquatic resource education programs, although more are studying the possibilities.

"As we create more closer-to-home angling opportunities, fishing opinion leaders are going to have to concentrate more on angling ethics and boating safety," said Jack Lorenz, executive director of the Izaak Walton League. "Conservationists, fishing clubs, youth educators, outdoor equipment manufacturers, government fisheries and boating agencies should start forming partnerships now to build programs for the future—programs that will protect our resources and ensure the future of fishing well into the 21st century."

ANNEX E

U.S. CODES OF ETHICS & STATE REGULATIONS: GUIDE OUTFITTERS

(Extract from Outdoor Ethics Newsletter, Izaak Walton League, reprinted with permission)

Taming the Outlaw Outfitters

By Roland Cheek

Item: On Feb. 7, 1983, agents of the U.S. Fish and Wildlife Service and wardens from Montana's Department of Fish, Wildlife and Parks executed "take down" procedures resulting from an undercover "sting" investigation of an illegal hunting ring operating in several western states and Canada. Arrested and later convicted (along with a dozen others) was former outfitter Jerry Marjerrison of Plains, Mont. Marjerrison's outfitting license and Montana hunting and fishing privileges had already been revoked for previous game law violations.

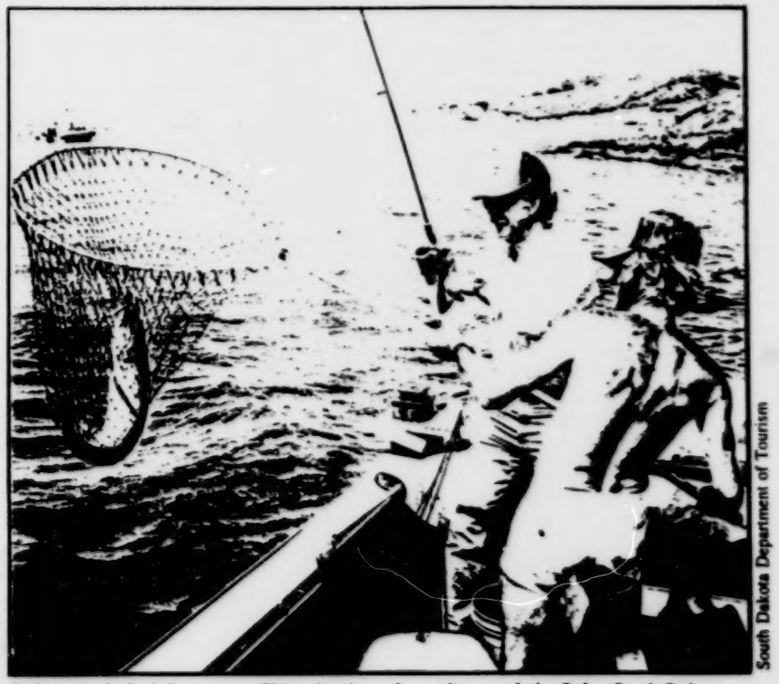
At one point, Marjerrison sardonically told an incognito officer that Montana "owes me a buck for a buck." In other words, he planned to recoup his earlier fine by taking a deer for every dollar he paid in fine. Thus far, he'd taken 12 trophy bucks in two years.

Item: In what is thought to be the most severe penalty ever levied for outfitting violations in Wyoming, Afton residents Billy Peterson and his wife were ordered to pay nearly $4,500 and given five years probation for conducting an illegal outfitting operation and violating probation. Peterson was already on probation and had his outfitting privileges suspended due to a 1984 conviction for various outfitting and game law violations.

In addition, several of Peterson's "hunters" were convicted of illegally purchasing resident licenses and taking deer without valid hunting privileges.

Item: Ron Hayes, owner of Alaska Rainbow Lodge near King Salmon and a former Alaska hunting guide already on probation for illegally using an airplane in pursuit of grizzly bears, pled guilty May 10, 1988, to three game violations in federal District Court: one count of unlawful airborne hunting and two counts of interstate transport of illegally taken animals. All three violations involved illegal grizzly bear hunts.

Hayes' plea appeared in an agreement that sentences him to two years in prison, a $100,000 fine, and the forfeiting of two airplanes—a Piper Cub and a Cessna 185—and his 1979 Dodge van. Hayes also agreed to testify for the prosecution in a number of related cases.



South Dakota Department of Tourism

Fishing guide Rick Ray nets a Chinook salmon for a client on Lake Oahe, South Dakota.

An Industry Under Scrutiny

The above incidents—and others like them—focus national scrutiny on my chosen profession, that of outfitter and guide. Such attention is pointedly illustrated in the Fish and Wildlife Enforcement Act, legislation recently passed by Congress which makes it a federal offense for hunting guides to lead expeditions for the purpose of killing wildlife illegally.

Good! I know of no legitimate, conscientious, hard-working outfitter opposed to greater penalties on thieves of *any* sort. Neither do various outfitter organizations, including the Montana Outfitters and Guides Association, North American Outfitters and Professional Wilderness Outfitters Association, have any qualms about the states or feds throwing bad guys in the slammer and tossing their cell keys away. Outfitters and guides are like most Americans in that we dislike people who steal from us and others. We don't buddy up to burglars, swindlers, hold-up artists or outfitters who steal from the public's wildlife resources. So let's invoke federal law; develop more "sting" enforcement; get the rotten ones out of our barrel. That will clean up our image and restore public confidence in an industry vital for many folks to enjoy America's recreational resources to their fullest.

Well, maybe. Actually, the Fish and Wildlife Enforcement Act may not have gone far enough.

How about the case of a hunter and his guide who lay watching a fine bull elk feeding in a basin just beyond their open hunting district? "Look, I'll make it worth your while," the hunter said, "if you let me shoot him and say we got him on this side of the line." Who was at greater fault when the down-at-the-heels guide with patches on his Levis and elbows out his coat sleeves mum-

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Outfitters

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bled, "Okay."

Incidentally, the outfitter ultimately responsible in the above case discovered the crime and turned both hunter and guide in for game law violations. But *he* suffered because he lost a client and wound up short-handed for guides for the remainder of the season.

And what about the hunter who bags his game, then has an opportunity to shoot a larger trophy animal? Who does so and transfers his tag to the illegal kill while giving his legal kill to another?

Who pays "hush" money to his outfitter or guide?

Although I've never seen the above occur, and know most of my contemporaries would never allow it, it has happened. One basic reason is money. I know all about the precarious financial situation of too many outfitters and guides and what a temptation it would be to accept a few easy extra dollars.

A Code of Ethics: Key to the Future?

There's hope on the horizon, though. Most outfitter organizations have a definitive code of ethics. One example is the Montana Outfitters and Guides Association code, which includes the statement: "I will cooperate with state and federal wildlife officials and will abide by and advise my clients of all applicable conservation and game laws, statutes and regulations and will not condone their violation."

The illegal outfitter seldom belongs to a professional organization, however, and neither are most outfitters responsible for marginal performances. How, then, do we control their actions? Through state laws.

Montana, for instance, has a comprehensive code governing the pursuit and hunting of wild game animals by outfitter and hunter alike. But the code wasn't enough for Montana outfitters, who recently introduced and lobbied successfully for legislation establishing a state outfitter board to better monitor outfitter performance. This board is in the process of re-organizing qualifications for becoming a Montana outfitter, as well as establishing more stringent regulations and developing enforcement capabilities.

Other states either have similar mechanisms in place or are attempting to develop them.

True, there is still considerable disparity between state laws regulating the industry, but there may be a vehicle in place to address this problem—North American Outfitters (NAO). NAO is a confederation of 10 western state organizations. Although NAO has no formal code of ethics, it is anxious to provide leadership in developing a better outfitter image and in improving their performance.

Through America's criminal justice system—aided by state and federal laws and tough enforcement, we may be limiting wildlife thieves. Through various outfitter organizations and individual states, we may be moving toward a standard and accepted code of outfitter ethics. But have we succeeded in upgrading and stabilizing our industry and its ethical practices? Not as far as we outfitters are concerned.

Every year there are unprepared, ill-equipped, underfinanced and undertrained people entering the field.

What is a worry to us, disillusionment to some of our guests and an unacknowledged issue by legislators and administrators, is a poor service problem. Ordinarily our free-market system could be trusted to weed out poor outfitters as it does in other occupations, but I'm not so sure it's working in our trade.

There are, in my opinion, two basic factors for shoddy outfitter performances, both interrelated. The first I'll call "romance of the occupation," the second "strangulation through government regulation."

Romance of the Occupation

It's both a blessing and a curse that many novice outdoor lovers dream of becoming an outfitter. They think of outfitters as folks who hunt and fish all day, every day. They see themselves as budding Jim Bridgers, pioneering by packstring through uncharted wilderness, being covertly admired and whispered about by less fortunate city folk.

Never mind that's not the way it is. Never mind that outfitters and guides are more often cold and wet than worldly, weather-proofed subjects for admiration. Never mind that real memories evoke images of repairing greasy trucks after a midnight breakdown rather than of regaling open-mouthed guests with tales of daring exploits. My occupation still ranks high on many young-uns' wish lists. And so, every year there are unprepared, ill-equipped, underfinanced and undertrained people entering the field, each certain he can succeed on guts and determination. The sheer numbers of them are what makes my occupation different from most others.

That's the negative side. The positive is that few outfitters are in it unless they really wish to be an outfitter/guide. And if they make it in this uncertain trade, they are sure to become admirable outdoor professionals.

Unfortunately, merely being competent in outdoor skills is not enough to operate a service as highly competitive as outfitting, with its commensurate large capital investment, high overhead and labor-intensive demands. Some say (with tongue in cheek) to do well in the business requires more: psychological training (in order to relate well with out-of-their-element guests), comprehensive business acumen and at least a master's degree in advertising and promotion. Certainly new outfitters need to be adequately financed to not only acquire the outfit but to carry them for the three or four years required for an efficient entrepreneur to develop a cadre of satisfied guests who will provide basic cash flow.

Ordinarily our free-market system could be trusted to weed out poor outfitting performances as it does in other professions. But I'm not so sure it works.

I've been an outfitter for almost two decades and am currently president of the Montana Outfitters and Guides Association. I've seen many outfitters come and go during those 20 years and have witnessed the industry's deplorably high turnover rate. Frankly, I've seen some of those failing outfitters turn in shoddy performances. Yet almost without exception, none of them wanted it that way. Universally, they were earnest but untrained, eager but underfinanced; dreamers grabbing for what they thought was life's brass ring. They simply did not

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Outfitters

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have the resources to do commendable work. Unfortunately, there's little chance most will ever acquire those resources from their outfitting businesses.

Strangulation through Regulation

Which brings us to the second factor affecting outfitter performance: strangulation through government regulation. In the forest where I serve the public—the Bob Marshall Wilderness, folks who must (or choose to) visit in the company of an outfitter are much more closely regulated than if they wish to visit on their own, either backpacking or horse packing.

For one thing, outfitted visitors have stringent limits on how many can visit and for how long. There are no limits on the non-outfitted public.

Those who choose to go with outfitters are tightly regimented on where they camp, how much they graze their horses, indeed even how many horses they use. Non-outfitted users are encumbered with none of these regulations.

The net effect of strict rules placed on the outfitted public is that some outfitters simply are not allowed enough allocated user days to make a simple living, no matter how efficiently they run their services. Obviously, such cases are ripe for cutting corners on service—and ethical stances—in order to meet their next loan payment. That more of them don't is a tribute to most individual outfitter's sincerity and survival instincts.

I know one outfitter, for instance, who is allowed 30 summer use days. That translates into five guests, each on one six-day summer horseback trip—absolutely not a survival level for this outfitter when one considers his equipment, hired help and 15 horses.

Is there a reason why his days are set so low that it's impossible for him to support himself and his family? To me, there can be no valid reason when overall wilderness visitor numbers are not enough to limit all segments of the public.

Few outfitters argue that regulations are not necessary to bring order to their industry. But all will argue there must be opportunity for an efficient, hard-working risk-taker to make a living. Government regulations must not be permitted to break the backs—and spirit—of honest, ethical outfitters.

I've seen some of those failing outfitters turn in shoddy performances. Yet almost without exception, none of them wanted it that way.

Outfitters provide a necessary public service. We are taxicabs allowing Americans access to their land—access that simply wouldn't be there without us. Yet our industry is not as healthy as it should be considering the numbers of committed professionals involved.

While we are currently working to correct some outside influences adversely affecting this state of health, others—such as government-imposed regulations—are beyond our control. Any attempt to improve outfitter ethics must address those constraints if a real and permanent solution to the service quality problem is to be found. ■

JOIN THE LEAGUE!
MEMBERSHIP APPLICATION

The Izaak Walton League of America
1401 Wilson Blvd., Level B
Arlington, Virginia 22209
(703) 528-1818

Yes, I want to help make a better tomorrow. Enclosed are my _____ member-at-large or _____ chapter dues in the amount of $_____

Name _____

Address _____

City _____ State _____ Zip _____

Dues include subscription to *Outdoor America*.
National dues are tax deductible.

FOR MEMBERSHIP-AT-LARGE
The following dues categories apply to members-at-large (chapter privileges are available only through chapter membership).

Annual Memberships

☐ National	$ 20
☐ Family	$ 30
☐ Supporting	$ 50
☐ Master	$ 100
☐ Associate	$ 250
☐ Sustaining	$ 500
☐ Patron	$1000

Roland Chevk, a professional outfitter for 20 years, is a free-lance writer based in Columbia Falls, Mont.

Outdoor Ethics

IZAAK WALTON LEAGUE OF AMERICA, INC.
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ANNEX F

BCFROA MEMBERSHIP INPUT PACKAGE FOR CODE OF ETHICS

BCFROA CODE OF ETHICS: WE NEED YOUR COMMENTS

The directors of the BCFROA believe that a code of ethics for the Association is essential. What are the advantages? They include:

- increasing our product quality and maintaining our competitiveness
- protecting our reputation
- providing a useful marketing tool for clients who are unsure about quality
- minimizing potential government intervention, given that we will be practising self-regulation.

Activity to Date

Our Association has been working on a code of ethics for the last several months, beginning with a brainstorming session to identify what should be in the code at our Fall, 1990 meeting. This information was used as the basis for preparation of a preliminary draft code of ethics, prepared by the ARA Consulting Group. This was reviewed at our Spring, 1991 meeting. Many comments and suggestions were made by members at the meeting and these have now been considered in the final draft code of ethics (attached).

Next Steps

The enclosed draft code of ethics for our Association will be finalized at our annual fall meeting coming up this year. We have also included recommendations by the consultants on approaches the Association could take in managing the code.

We Need Your Comments

This is a very important step for BCFROA and we need your comments on the code and on the enclosed suggestions for how we manage the code. *To make things easier, a comment sheet is enclosed along with a stamped, self addressed envelope.* We look forward to hearing from you. Just prior to our annual fall meeting we will review the comments received, make any final adjustments to the draft code of ethics and present it to the meeting for approval.

Ron Bendzak
President
BCFROA

Draft Code of Ethics - BCFROA

Products and Services

1. Members will provide clean and well-maintained facilities and equipment for the enjoyment of their guests.

2. Members will endeavour always to provide the highest quality service possible and employ well-trained and courteous staff.

3. Members will follow proper safety practises at all times and will encourage safe practises appropriate to the outdoor vacation experience.

4. Members will provide all guests a fair exchange rate on the Canadian dollar.

Resource Use

5. Members will adhere to fishing and other outdoor regulations of the Province of British Columbia and provide any necessary information to guests on these regulations. It is the member's obligation to take appropriate action in the event of violations of resource use regulations.

6. Members will promote responsible and sustainable use of the resource base among the members and guests.

7. Members will participate where possible in activities to maintain the resource base, protect and enhance habitat, and provide input to government on resource management.

Marketing

8. Members will strive for "truth in marketing" and ensure that the expectations of guests are matched by the product offered. Members will advise guests as to what is expected of them for equipment, clothing, and skill levels.

9. Members will provide guests with advertised rates and will explain clearly the rates and accommodations prior to booking.

Association/Member Responsibilities

10. The conduct between and among members will be governed by cooperation and ethical behaviour.

11. The association will encourage professional growth among members and will implement ongoing programs to achieve this.

12. The association and its members will cooperate with government, and other resource-based tourism industry operators and associations in working towards common goals.

13. To improve our service to the public, the Association and its members will encourage client comment on their experience, both good and bad. Please address your comments to:

    The Executive Director
    British Columbia Fishing Resorts and Outfitters Association
    Box 3301
    Kamloops, B.C.
    X2C 6B9

(name of operator) agrees to abide by this code of ethics and is a member in good standing of the British Columbia Fishing Resorts and Outfitters Association.

Member _____ Date _____ Executive Director, BCFROA _____

HOW THE ASSOCIATION MANAGES THE CODE OF ETHICS

(Suggested by ARA Consulting)
June, 1991

At the annual spring meeting to consider a preliminary code of ethics, many Association members commented that it would be useful to have a process of "reward" for adherence to the Associations code of ethics. At the same time, several members thought that strong adherence to the code was important for the Association. On that basis, draft suggestions for the Association's responsibilities in managing the code of ethics are provided below.

1. Considering a "Reward" System

Many Association members argued for the need to emphasize the positive aspects of the code of ethics as well as the need to enforce the code. Some suggested some form of reward system, linked directly to the code, for this purpose. In our view, this is an excellent suggestion and one which keeps the code of ethics "in front of members" on a regular basis and reinforces the commitment of the Association to the code. One possibility for the Association to consider is an awards program, the essence of which is to recognize members who have made outstanding contributions in some or all of the following areas:

- outstanding client service
- high standards in facility maintenance
- significant contributions to enhancing the profile of the Association to the tourism industry and to government generally
- outstanding contributions toward the Association's goal of encouraging responsible resource management and sustainable use of the fishing resource.

The award program could run on an annual basis with certificates or other tokens of appreciation from the Association presented at the annual general meeting. Such an approach need not be overly complex. Perhaps the presentation of a certificate to award winners is sufficient. By tying it explicitly to the code of ethics, it provides a constant reminder of the importance of the code and the commitment of the Association and its members to a high standard of professional conduct and service.

To implement such a program, the Association may wish to strike a code of ethics or awards committee whose function would be to receive nominations for annual awards. The committee in turn could recommend winners to the Board of Directors who would have the final say on award recipients.

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2. Managing Complaints

Complaints may be initiated by other members, guests, government or industry representatives or the general public. In order for the code of ethics to be regarded as an effective tool, it is imperative that the Association establish and commit to the timely investigation and disposition of complaints. A suggested process is outlined below. It is characterized by a cooperative approach in which the Association makes every attempt to encourage adherence to the code of ethics and provides reasonable opportunity for the member in question to do so.

Handling complaints. All complaints should be forwarded to the Association's Board of Directors. The Board should determine how it will handle complaints in both the investigation and in the decision stages. For example, a possible approach could be implemented as follows:

- The Executive Director be designated to investigate complaints (i.e., meet with the operator to explore the nature of the complaints, the reasons for it, and to form a recommendation for consideration by the Board or appropriate sub-committee).

- The Board of Directors establish an ethics committee to consider the complaint and the report and recommendation of the Executive Director. At the meeting of the sub-committee, the member in question will be given every opportunity to discuss the complaint in the event that the Executive Director's recommendation is some form of corrective action.

- The Executive Director and the ethics committee negotiate a corrective course of action with the member in question where the complaint is substantiated

- Sufficient time be given for corrective action and the benefit of the doubt be given to the member in question whenever appropriate.

A decision of censure. In rare circumstances, action will be required when a member may not agree to make appropriate changes to meet the code of ethics. In addition, where a corrective course of action is negotiated and the member fails to adhere to it, then the Board must take some form of action. Otherwise the code of ethics itself and the Association's commitment to it will be called into question. It is suggested that the course of action be based on common sense and a determination of what is reasonable. In some cases it may be suspension, in others it could be expulsion. This should be regarded as a last resort, having given the member in question every opportunity to adhere to the code of ethics.

Responding to Complaints. Timely response to complaints by clients is very important for the overall image of the Association. It is suggested that a letter acknowledging receipt of the complaint be mailed to the client within a week of receipt. This would be followed by a letter

to the client outlining the Association's actions on the complaint once these have been determined.

3. Code of Ethics and Association Membership

If the BCFROA adopts a code of ethics for its members, it goes without saying that the Association would deny membership to anyone who does not subscribe to the code. The suggestion by many members that the code of ethics be a signatory document reinforces this perspective.

Comment Sheet: Draft BCFROA Code of Ethics

Instructions:
Help us to get a clear idea of your thoughts on each of the statements in the proposed code by checking **"A"** if you AGREE; **"U"** if you are UNSURE; and **"D"** if you DISAGREE in the space provided. We would really appreciate a comment for those of you who have checked "U" or "D". Thanks!

Response by:_____(name of resort/ outfitter)

Code Clause on:	**A = Agree D = Disagree U = Unsure**	**Comments**
1. Facilities		
2. Service / Personnel		
3. Safety		
4. Exchange Rate		
5. Regulations		
6. Sustainable Resource Use		
7. Resource Management		
8. Truth in Marketing		
9. Advertised Rates		
10. Conduct among Members		
11. Association Professional Growth Programs		
12. Co-operation with Others		
13. Encouraging Client Comment		
Signatory Document		

Comment Sheet: How the Association Manages the Code of Ethics

Instructions:
Help us to get a clear idea of your thoughts on each of the statements in the proposed code by checking **"A"** if you AGREE; **"U"** if you are UNSURE; and "D" if you DISAGREE in the space provided. We would really appreciate a comment for those of you who have checked "U" or "D". Thanks!

Response by:_____(name of resort/ outfitter)

Item	A = Agree D = Disagree U = Unsure	Comments
1. A "Reward" System		
2. Managing Complaints		
3. Code of Ethics and Association Membership		